

# SOCIAL RESPONSIBILITY AS COMPETITIVE ADVANTAGE IN GREEN BUSINESS

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Department on Management  
Faculty of Business and Economics  
Universitas Surabaya

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## **MEASURING ECOSERV IN INTEGRATED OUTDOOR CAMPUSS (IOC) UNIVERSITAS SURABAYA(UBAYA)**

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### **ABSTRAK**

Penelitian ini bertujuan untuk meneliti kualitas layanan dari obyek wisata berbasis lingkungan. Dalam penelitian ini ingin diketahui apakah ecoserv berpengaruh terhadap customer satisfaction, dan apakah customer satisfaction berpengaruh terhadap customer loyalty. Obyek penelitian ini adalah IOC UBAYA. Hasil penelitian menunjukkan bahwa ecoserv berpengaruh terhadap customer satisfaction, dan customer satisfaction berpengaruh terhadap customer loyalty pengunjung IOC UBAYA.

Kata kunci: ecoserv, customer satisfaction, customer loyalty

### **ABSTRACT**

This study aimed to examine the quality of tourism services based environment. In this study we want to know whether ecoserv effect on customer satisfaction, customer satisfaction and whether the effect on customer loyalty. Object of this study is the IOC UBAYA. The results showed that ecoserv effect on customer satisfaction, customer satisfaction and customer loyalty affect the IOC UBAYA visitors.

Keywords: ecoserv, customer satisfaction, customer loyalty

### **A. INTRODUCTION**

Currently tourism ecotourism becomes a trend. Travelers had been exposed to the full environmental pollution ecotourism as an alternative to making a new tour. Khan (2003) argues that ecotourism has received considerable attention in the past few years, both in the literature and international marketplace. It often involves people from developed countries traveling to less develop ones to seek natural experiences (Whelan, 1991). It is also regarded as a viable tool for economic development that takes into account conservation (Boo, 1990; Cater, 1993). As a result, ecotourism businesses are growing worldwide and becoming more competitive. In order for any ecotourism business to position itself favorably in the global marketplace, it has to

research show that there is a positive and meaningful relation among all dimensions of ecoserv with customer satisfaction and customer loyalty.

#### **F. Limitation**

This research was conducted in IOC UBAYA, thus may not be generalizable to other ecotourism object. Therefore, more objects need to be investigated. It is also suggested that other related factors of service quality such as service convenience, intention behavior, perceive value to be included in the future researches.

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